

## RESOLUTION NO. 24-56

**Resolution Of The City Council Of The City Of Emeryville Adopting The Public Art Committee's Recommendations To Select Five Artists And Teams Of Artists: 1) Jeanine Centuori And Russell Rock Of UrbanRock Design; 2) Sijia Chen Of Sijia Chen Studio; 3) Scott Donahue, Lesley Gasparetti, And John Roberts; 4) Addie Boswell And Matt Cartwright; 5) Pete Goldlust And Melanie Germond Of "The Germlusts" As Finalists For The 40<sup>th</sup> Streetscape Public Art Project; Authorizing The City Manager To Execute Contracts With The Artist Teams For The Design Of Conceptual Proposals For The 40<sup>th</sup> Streetscape Public Art Project In The Amount Of \$4,000 Plus Travel Expenses For Each Team To Be Funded From The Public Art Fund (Fund 243) / CIP Project # COF-03**

**WHEREAS**, Article 4 of Chapter 2 of Title 3 of the Emeryville Municipal Code establishes the Contributions for the Art in Public Places Program; and

**WHEREAS**, Section 3-2.404 of the Emeryville Municipal Code establishes the Emeryville Public Art Fund to implement the Art in Public Places Program; and

**WHEREAS**, on November 15, 2016, the City Council adopted Resolution No. 16-167 adopting the Emeryville Public Art Master Plan, which included the 40<sup>th</sup> Streetscape Public Art Project; and

**WHEREAS**, pursuant to Section 18.13 of the Art in Public Places Program Policy and Procedure, adopted by the City Council by Resolution No. 90-115 on December 18, 1990, the Public Art Committee ("PAC") shall review art plans for artwork to be located within a public place by the City; and

**WHEREAS**, on June 6, 2023., the City Council adopted Resolution No. 23-069 approving the Capital Improvement Program for Fiscal Years 2023-2024 to 2027-2028 (the "CIP"), which allocated \$500,000 in Art in Public Places funds for new public art investments as CIP No. COF-03, including the "40<sup>th</sup> Street Multimodal Improvement Public Art"; and

**WHEREAS**, between February 1, 2024 and March 15, 2024, the City accepted submittals of qualifications for the 40<sup>th</sup> Streetscape Public Art Project via Call for Entry; and

**WHEREAS**, 45 Qualifications submittals were received and individually ranked by a Selection Panel; and

**WHEREAS**, on March 28, 2024, the Selection Panel reviewed twelve semifinalists and recommended five finalists be awarded Conceptual Design Proposal Contracts as follows: (1) Jeanine Centuori and Russell Rock of UrbanRock Design; (2) Sijia Chen of Sijia Chen Studio, (3) Scott Donahue, Lesley Gasparetti, and John Roberts; (4) Addie Boswell and Matt Cartwright; (5) Pete Goldlust and Melanie Germond of "The Germlusts"; and

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40<sup>th</sup> Streetscape Public Art Conceptual Design Proposals  
City Council Meeting | May 21, 2024  
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**WHEREAS**, on April 25, 2024, the PAC recommended the City Council award Conceptual Design Proposal Contracts to the five applicants as recommended by the Selection Panel; now, therefore, be it

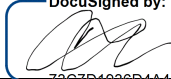
**RESOLVED**, that the City Council of the City of Emeryville hereby selects (1) Jeanine Centuori and Russell Rock of UrbanRock Design; (2) Sijia Chen of Sijia Chen Studio, (3) Scott Donahue, Lesley Gasparetti, and John Roberts; (4) Addie Boswell and Matt Cartwright; (5) Pete Goldlust and Melanie Germond of “The Germlusts” as the 40<sup>th</sup> Streetscape Public Art Finalists, and be it further

**RESOLVED**, that the City Council hereby authorizes the City Manager to execute Conceptual Design Contracts with each of the five finalists for \$4,000 each plus travel expenses for artists traveling over 100 miles to Emeryville; and be it further

**RESOLVED**, that the City Council hereby authorizes the City Manager to make minor amendments to the Conceptual Design Contracts as necessary to effectuate the development of visual and narrative proposals for the 40<sup>th</sup> Streetscape Public Art Project, provided such amendments do not materially increase the obligations of the City thereunder.

**ADOPTED**, by the City Council of the City of Emeryville at a regular meeting held Tuesday, May 21, 2024, by the following vote:


AYES:	<u>5</u>	Mayor Welch, Vice Mayor Mourra and Council Members Bauters, Kaur and Priforce
NOES:	<u>0</u>	_____
ABSTAIN:	<u>0</u>	_____
ABSENT:	<u>0</u>	_____

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 MAYOR

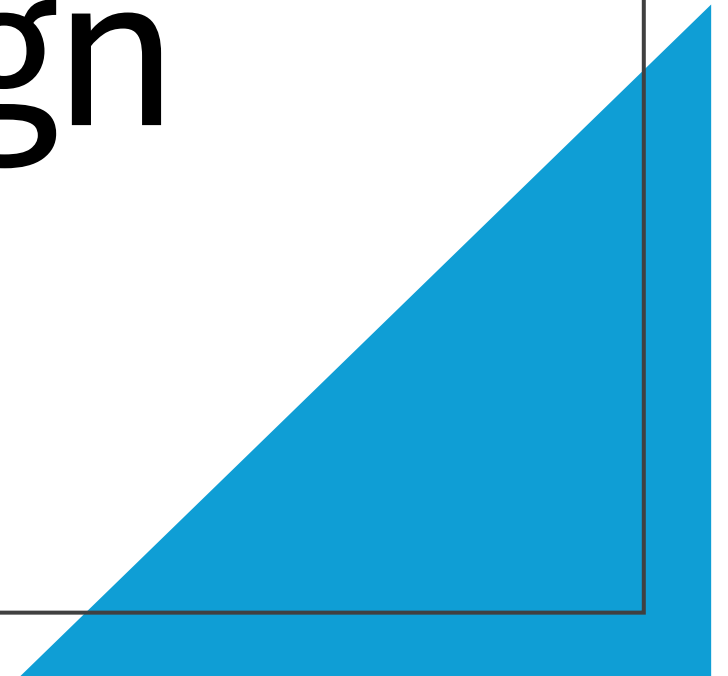
ATTEST:

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 CITY CLERK

APPROVED AS TO FORM:

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 CITY ATTORNEY

# 40<sup>th</sup> Streetscape Public Art Conceptual Design Finalists



# Proposed Artist Teams

Artist	Total Score	Team	Firm	Location	Website(s)
Centuori, Jeanine	106	Russell Rock	Urban Rock Design	Los Angeles	<a href="#">URBAN ROCK DESIGN</a>
Chen, Sijia	91	Studio manager Michael Pak	Single business	Los Angeles	<a href="#">SIJIA CHEN</a> and <a href="#">(VIDEO)</a>
Donahue, T Scott	115	Lesley Gasparetti John Roberts	Team of three individual businesses	Bay Area	<a href="#">SCOTT DONAHUE</a> <a href="#">JOHN NORTHMORE ROBERTS</a> <a href="#">LESLEY GASPARETTI</a>
Boswell, Addie	102	Matt Cartwright	Team of two individual businesses	Portland, OR	<a href="#">ADDIE BOSWELL</a> <a href="#">MATT CARTWRIGHT</a>
Goldlust, Pete	107	Melanie Germond	Single firm, multiple people	Eugene, OR	<a href="#">THE GERMLUSTS</a>

- +
  - UrbanRock Design  
Jeanine Centuori  
and Russell Rock  
Los Angeles



# UrbanRock Design

## Jeanine Centuori and Russell Rock

The breadth and scope of this project are very engaging and closely aligned with our experience and passions. We work between art and design in our practice. We have created: episodic streetscape public art, plaza integrated artworks, and iconographic design imagery that is imbedded into public artworks. This unique call contains inter-related processes and disciplines that will work together to make for a holistic project. We have completed many site-specific integrated public art projects. These works include a variety of media in a wide range of sites in many places around the United States. We have worked extensively with design teams on completing public art in consultation with arts agencies, engineers, architects, any many other professions. We see community engagement and site-specificity as the soul of our practice and seek opportunities for outreach in our artwork process.

### Our Approach

Our artworks are rooted in principles of connection, and uplifting aspirations. We are interested in interactive artwork with layered meanings. This is accomplished through strategies of unique perspectives, perceptual shifts, and tactile experiences. We feel that public art is most powerful when it engages the here-and-now by offering more than imagery. We are interested in the agency and power of public art to energize places that are intertwined with sound site planning and urban design. We understand the complexities and richness of working in the public realm and appreciate the give-and- take qualities of this work.

Our goal is to make projects that convey stories in a light-hearted manner, and that create place-based experiences sustaining interest over repeat visits. Our Interest in the 40th Streetscape for Emeryville This project interests us because we value the place making nature of the program combined with the site's rich history and music culture. Our approach would be to merge site-specificity with amenities for the streetscape and plaza such as seating, shade, and/or informational wayfinding. We understand that there are several dynamic and rich forces at work in this project including experiential qualities of the site itself and the theme of bringing nature into the urban streetscape. Stakeholders, the design team, and potential community engagement sessions will provide valuable resources for researching content for the artwork. Our body of work embraces similar sensibilities expressed in this call. A current streetscape project for Raleigh, NC proposes a series of elements along the roadway that express attributes of the community

Our main goal for this project of several components would be extreme site-specificity found through careful and robust research and outreach. This project will dovetail artwork with sound urban design and planning principles. We are very interested to be a part of the design team and seek the opportunity to make a presentation to the selection committee





Across the Market, Below the Sky, Up the River



Across the Market, Below the Sky, Up the River









# Coloring Book Plaza







# Sijia Chen Studio

## Sijia Chen

### Michael Pak (Assistant)

### Los Angeles



I am expressing my interest to produce the artworks that will be responsive to your project's goals and intent. As a contemporary multidisciplinary artist, I employ form, scale, color, and light to convey my viewpoint. I explore the intersection of personal identity, diversity, and self-determination, and how it manifests in the perpetual friction and equilibrium between individuality and community, creativity and convention, and ambition and humility. Through my public artworks, I contemplate the complexity and richness of the convergence of cultures, history, and regional heritage, and how that shapes our aspirations and viewpoints. My process involves interpreting and reconstructing natural objects, landscapes, and architectural elements, and infusing them with private and public-sourced details and anecdotes. My works have a dynamic quality, they reveal layers of context and contain myriad details and subject matter. I interweave individual narratives to create a multicultural labyrinth, and to present a cross-section of diverse voices and perspectives.

My public artworks have been placed in transportation hubs and public spaces to serve as welcome points and gateway markers, and to fulfill placemaking, cultural representation, and community activation objectives. My public artworks visually articulate personal and collective narratives, and local cultural landmarks and symbols. Through actively engaging and partnering with residents, stakeholders, and community organizations, my public works are transformed into compositions that reflect the values, history, and ethos of local communities. This collaboration encompasses site visits, workshops with students ranging from middle school to undergraduate educational institutions, and community-driven open forum events.

I've also supplemented this in-person engagement by creating project specific websites, through which I've solicited from the public personal photographs, memorabilia, documents, their responses to a curated list of questions to develop a deeper understanding of personal values and cultural heritage. I then incorporated their submissions and responses directly into in the final design of the work. This direct community participation and contribution to the development of the artwork ensures that they are representative and site specific. I've adopted this process for my public works SWA, Bloom, and Blossom, Endeavor, and Cloud Field.

I believe this collaboration promotes ownership, encourages dialogue, sparks creativity, and generates appreciation for the value to the community in investing in the creative arts. The project becomes more than an artistic composition, it is the culmination of a community movement. My intent is to activate and enrich the project spaces through bespoke themes, elements, and cultural heritage of the City of Emeryville. My current commission for Wichita, KS is applicable to your project, I developed a series of multipaneled colorful sculptures that will also serve as seating areas next to a public bike bath, and will incorporate wayfinding elements and integrated lighting, so that the works serve as visual markers and geographic reference points for commuters and pedestrians in both day and nighttime conditions.

My concept for your project would have a holistic theme and focus on papercut art inspired perforations that I've incorporated in both my paintings and public works, along with integrated lighting throughout, to creatively and functionally activate the streetscapes. I would construct a bespoke website as I have done for several of my previous public projects. The website would feature content related to stakeholders' vision, creative process and lifecycle of the project. The website could also effectively serve as a communal archive where the public could upload photos and content of their interactions and observations of the artworks. I believe this project is an exceptional opportunity to express an inclusive vision of public art, and to produce a community driven artwork for the City of Emeryville.

I on behalf of Sijia Chen Studio would enter into the Professional Services Agreement, and in addition to my involvement and direction of my project team, my studio manager Michael Pak michael@sijiachen.com would be your day-to-day contact.



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Scott Donahue,  
Lesley Gasparetti  
John Northmore  
Roberts,  
Bay Area



We are excited about designing this new public space for 40th Street, with the goal of creating a defining experience for anyone traveling the street, whether walking, biking, or riding in a car or bus. The planned path and four plazas create a progression of compelling spaces for artwork and design, allowing viewers to take in the art slowly, over time.

Decades of combined experience designing public spaces throughout the Bay Area and beyond uniquely qualifies our team for this project. The three of us collaborated on the César Chávez Memorial Solar Calendar in Berkeley, assisting the project founder and director, Santiago Casal. This place attracts crowds at the two solstices and two equinoxes.

John Northmore Roberts was lead designer and Scott Donahue was a technical advisor and an art curator for the Addison Street Arts District in Berkeley, which contributed to revitalizing the area.

Our goal is to make 40th Street a place that communicates what Emeryville is—an urban city with the right mixture of culture and nature. Our multifaceted approach will connect public art and informational graphics to the physical environment and the community, and will influence wayfinding

Scott Donahue, an Emeryville resident, has been a public artist for 32 years and has completed 26 permanent public and private projects.

John Northmore Roberts is a landscape architect with over 50-years of experience in the design of ecologically-based public outdoor spaces, all of which have had an extensive community outreach component. Many of his landscape projects have involved close collaborations with artists.

Lesley Gasparetti has worked with an eclectic mix of clients and collaborators on a variety of design projects, developing distinctive visual languages for several local organizations. signs, city logo and Emeryville's identity going forward.















# César E. Chávez Park

**Welcome to César Chávez Park, Berkeley's windy front porch!**  
 César Chávez is a 90 acre multi use urban park managed and maintained by the City of Berkeley Parks, Recreation and Waterfront. The park has several distinct features, including the perimeter walking trail, the nature area to the northeast, the off-leash dog area in the north center of the park, the landscaped area to the west, numerous vista points, the "flare station" that burns off the traces of methane gas from the old landfill, and the hilly contours that provide shelter from the prevailing westerly winds.

**PARK RULES**

- Open 6 am to 10 pm **AWC 6.32.020**
- Dogs must be on six-foot leash **AWC 10.04.120**
- Dog litter must be removed **AWC 10.04.201**
- All dog bites or aggressive dog behavior must be reported to Animal Control at 644-6755
- No unattended property or objects 10 sq. ft. or more without permit **AWC 6.32.030**
- No feeding wildlife **AWC 6.30.030**
- No smoking, no alcoholic beverages, no littering, no motorized vehicles, no overnight camping, no amplified sound, no fireworks, no model rocket flying **AWC 12.70.030, 13.36.070, 12.40.080, 6.32.060, 6.32.020**
- Permits required for groups over 50 persons
- Please do not enter the Protected Natural Area

**Kite flying rules:**

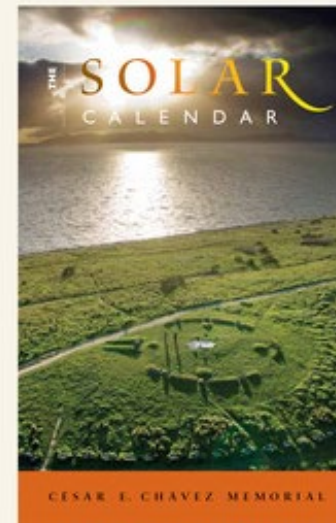
- Never fly dual line kites within 20 ft. of people, pathways, and roads
- Never fly dual line kites within 50 ft. of entrance
- Never fly kites over 500 ft. (FAA regulation)

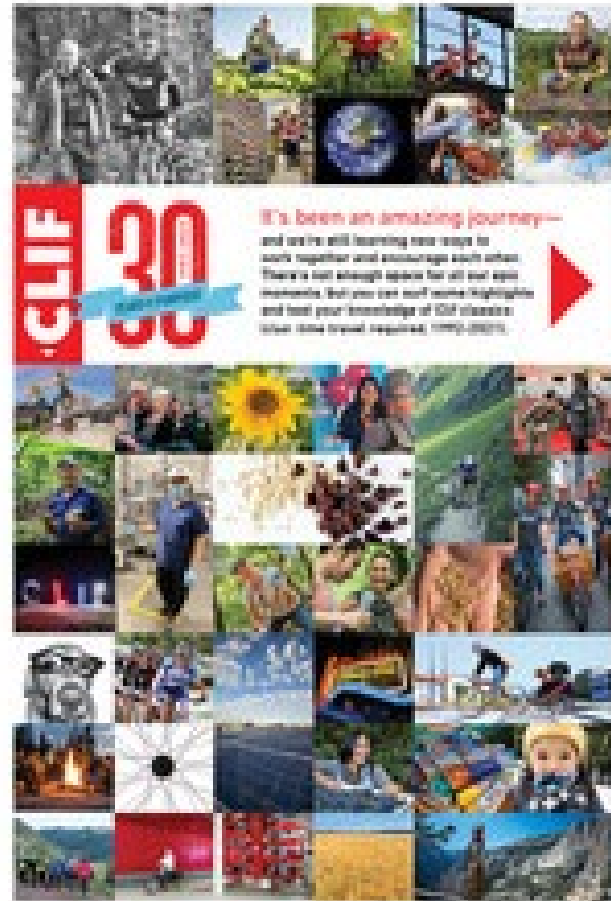
For information or to comment on park use, call 644-6376, ext. 0  
[www.cityofberkeley.info/PRW](http://www.cityofberkeley.info/PRW)





During times of conflict and uncertainty we remember those who believed in peace, equality, and justice. In 1995, César E. Chávez Park was named by the City of Berkeley to honor the labor leader. César Chávez dedicated his life to social and environmental justice for all Americans by challenging the terrible and cruel working conditions faced by farm workers. In 1994, Chávez was posthumously awarded the Presidential Medal of Freedom, the highest civilian honor in the United States. He is the only Latino and only labor leader to have a state holiday -- March 31st. In 2004, the Berkeley City Council approved the development of the Chávez Memorial Solar Calendar. An interim installation is located in the northwest section of the park until funds are being raised for the final design and installation.  
[www.solarcalendar.org](http://www.solarcalendar.org)  
 For city wide Chávez Commemorative activities and resources visit [www.solarcalendar.org/chevz](http://www.solarcalendar.org/chevz)





**CLIF 30**

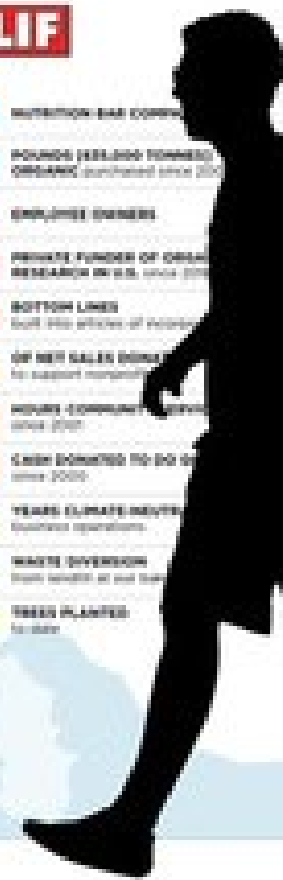
It's been an amazing journey—and we're still learning new ways to work together and encourage each other. There's not enough space for all our epic moments, but you can read some highlights and test your knowledge of CLIF's history over the time travel required, 1979-2009.

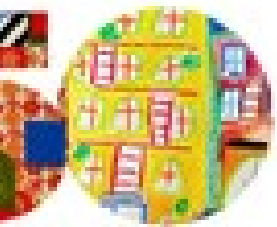
"Our people are the heart and soul of this great company."

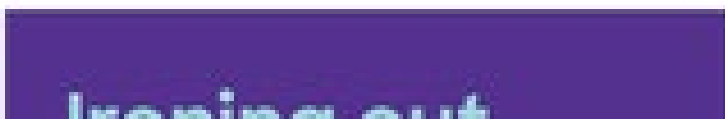
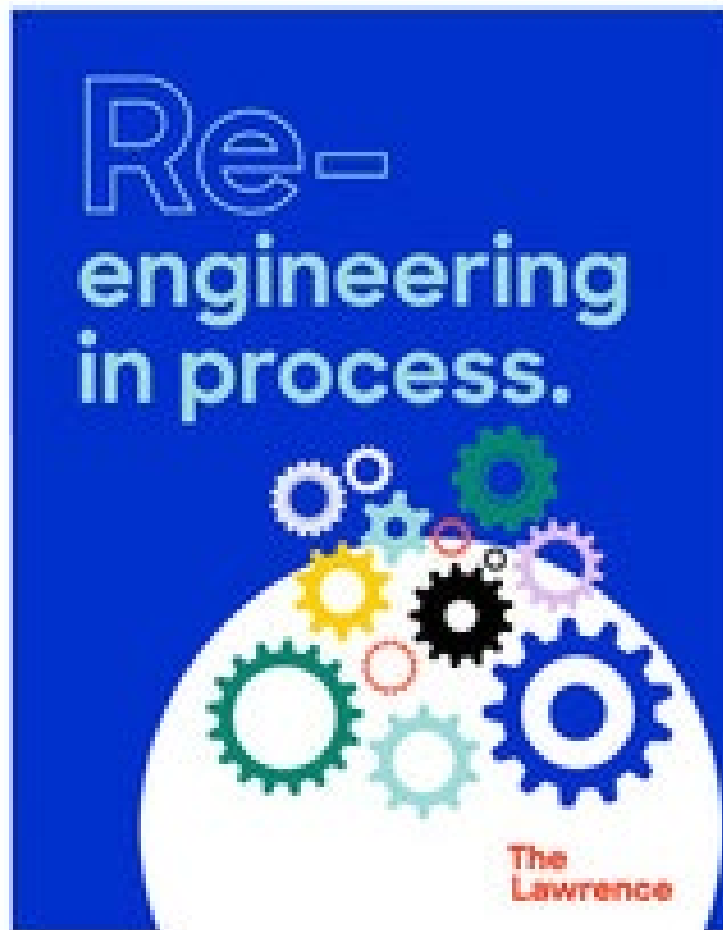
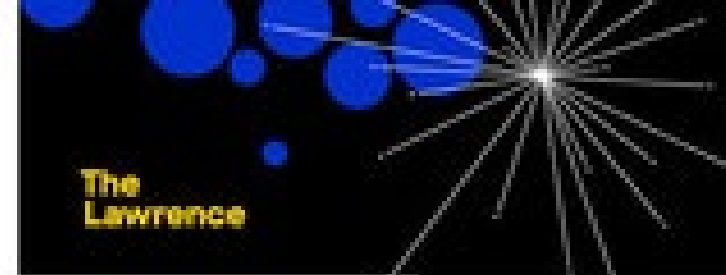
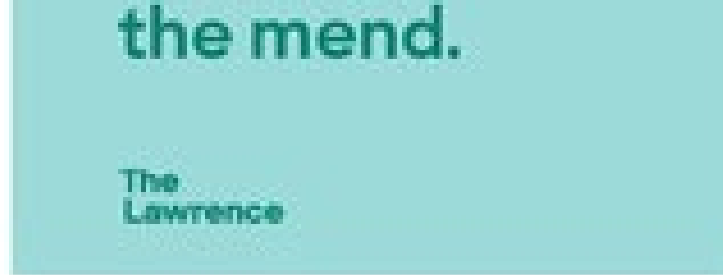


**CLIF**

- 1 NUTRITION BAR COMPANY
- 1.4 BILLION** POUNDS FEELING FORMERLY OBTAINED, purchased since 2007
- 1,172** EMPLOYEE OWNERS
- 1 PRIVATE FUNDER OF GREAT RESEARCH IN U.S. SINCE 2007
- 5** BOTTOM LINES built into articles of incorporation
- 1%** OF NET SALES DONATED to support nonprofits
- 176,959** HOURS COMMITTED TO VOLUNTEER SINCE 2007
- \$66 MILLION** CASH DONATED TO DO GOOD SINCE 2000
- 19** YEARS CLIMATE-NEUTRAL business operations
- 90%+** WASTE DIVERSION from landfill at our factories
- 355,000** TREES PLANTED to date













10000

Almanac waiting for the fall when  
the leaves are red?      That the tree  
sitting, "This, I'm certain!"  
is an empty house?  
Waiting because the leaf is there,  
the leaf is yellow here,  
I want not to be pulled  
that great crowd of family  
around him? That the moment  
is there that he has to  
be careful.

Can sleep in the window, then  
the moon,  
On the red table  
This is not  
standing in the face of comparison,  
What of your power  
is a knowledge that  
is a knowledge that.

—Robert Frost





# Addie Boswell Matt Cartwright Oregon



- As an artist and writer, my specialty is collaborative public art that tells a story. Stories revolve around shared work and a sense of place or season, and always reference real and specific communities with strong lines and vivid color. No matter the theme, my mission is to capture the inherent beauty of regular days and the inherent dignity of ordinary citizens. My favorite art projects intersect at *useful* and *inspiring*, and I especially like projects that tie into the everyday lives of citizens with practical opportunities for seating and way-finding. Moreover, I like the amount of thought put into your improvements and the chance for artists to be involved from the very beginning.
- My partner, metal artist Matt Cartwright is a designer and fabricator who has worked around the country to design and build functional art, sculpture and custom furniture. He is known especially for his organic shapes and innovative design, which often makes use of recycled materials. We enjoy producing functional art in a scale and place with which people can interact. For the Sunnyside Library Entrance, we created life-size silhouettes based on drawings of real patrons, and are currently building a giant dragonfly and heron for other park-based projects. We both like dreaming up a big picture and inventing things, and then Matt specializes in the materials and 3-D construction, while I focus on the more graphic and detailed work and any collaboration in the community. For the more realistic metal designs, I start with black-and-white paper cuts, which have a hand-drawn and elegant look. These also translate easily to vector designs and to perforated or laser-cut metal.
- As a visiting artist, I am a guest in your house, and my aim is to reflect your citizens, not to speak for them. My philosophy is “more hands on the wall,” as I have found that the impact of public art relates directly to the ownership your citizens have over it. At a base level, I work with the art committee to determine a theme, collect content through site visits and provided photographs, and procure public feedback. But there are many ways you can level-up the community involvement, and it sounds like you have a great process for implementing it already.
- I would be excited to work with the committee and stakeholders to design a community-engagement piece that is meaningful.















ALL ARE WELCOME

TRI MET

ALL ARE WELCOME

TRI MET  
Keep the movement





# The Germlusts:

## Pete Goldlust

## Melanie Germond

## Oregon



As public artists, we enjoy working with communities to make their environments more engaging and beautiful, to instill a sense of wonder and playfulness into daily life and celebrate the stories that make their place special. We strive to make artwork that warms and humanizes public spaces, and that is visually rich enough to engage viewers' interest, even across repeated encounters with the work over a lifetime. Since 2009, we have been awarded 30+ public commissions. Our work has included sculpture, wall reliefs, and mural work, with budgets up to \$250k. Projects cover a wide range of media: metals, concrete, terrazzo, painted murals, mosaic, glass, and recycled materials—often including kinetic pieces, functional fixtures, or other interactive elements. The work often combines multiple, interrelated art elements, across several media, to build expansive installations across several spaces within a larger site.

Our many years of shared experience as graphic designers informs all our projects. We love the challenge of making a complex story visually compelling and broadly comprehensible. Community collaboration is a critical, and very gratifying component of our work. We try to honor each community by creating work that suits its place and brings joy to its humans. We love the challenge of making a complex story visually compelling and broadly comprehensible. And we especially value projects where the community seeks to uncover and celebrate a wider cross-section of its own deep history and culture. Our passion for historical research and our playful, imagery-rich approach lend themselves to projects that value inclusivity and broad representation. We enjoy working with the constituents to create spaces that celebrate specific local stories and reflect local culture.

Two examples: Heroes Branch Library, Glendale, AZ To generate imagery, we worked with staff and community leadership, soliciting input through a series of presentations/discussions of local history. One particularly rewarding outcome was a wonderful working relationship with neighborhood historians, that yielded a treasure trove of obscure information about the area. Flagstaff (AZ) Pulliam Airport We created an illustrated 260' long steel/stained-glass fence, celebrating the interconnected history, environment, and culture of the region. We explored a variety of ways to connect with the airport's many constituencies and neighbors. We collected community input surveys, met with video focus groups, and sought guidance from organizations representing the broadest possible range of constituents throughout Coconino County, Campbell Community Center, Eugene, OR

We composed wall reliefs, kinetic sculptures and sidewalk inlays, celebrating Campbell's location on a rare plot of preserved camas prairie. Images of local flora and fauna intermingle with references to both the day-to-day activity of the community center, and Eugene's free-spirited artistic and cultural



















